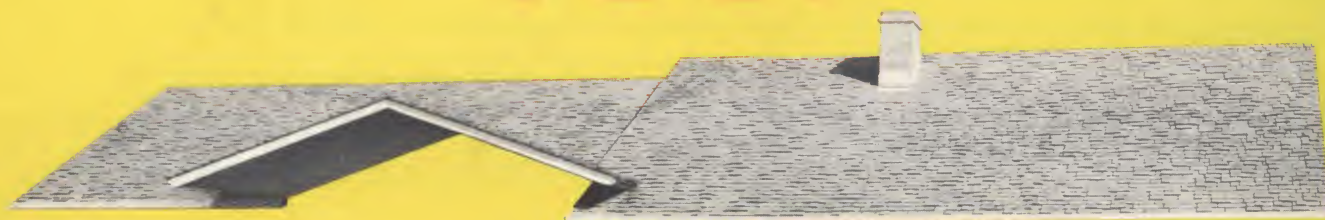


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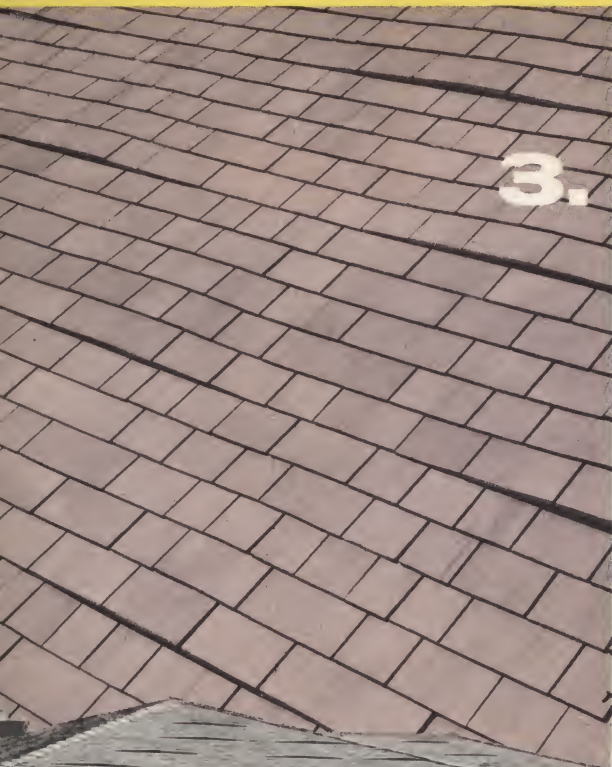




# Reliable cedar shingle quality with a brand new lease on looks



HERE ARE FIVE FRESH ROOF APPLICATION IDEAS that the nation's most progressive architects and builders are using to inject new vitality—to add character and quality—to their home designs . . . without adding prohibitive cost! It's really so simple. Study these ideas. See how—by adding a minimum of extra materials and labor—you can give even modest home designs a far more luxurious, more costly appearance. All these interesting roof textures are achieved with standard red cedar shingles. Only the methods of application are changed. If you have been searching for house design ideas that *accent the quality of natural materials, stimulate vigorous new sales appeal and add a dollars-and-cents measure of re-sale value*, you may well find that the five minutes it takes to read this folder are the most profitable you have spent in a good long time.



## *The Ocean-Wave Roof*

Here is a roof which offers a distinctive design with a minimum of effort. At regular intervals throughout the roof, both laterally and vertically, combinations of four shingles are applied at right angles to the slope of the roof. As can be seen from the close-up illustration, these extra shingles are laid in pairs, one atop another, and the pairs are butted against each other. This causes the succeeding course to form a graceful roll or wave as it is laid over the laterally-applied extra shingles. These extra shingles should be at least six inches wide and of approximately uniform width.





1.

## *The Dutch Weave Roof*

This attractive design is accomplished easily and quickly by over-laying the various courses of shingles with occasional individual shingles. This has the effect of providing extra-deep shadow lines at points throughout the expanse of the roof. No effort should be made at symmetry, but instead the extra "overlay" shingles should be applied at random. Joints should be "broken" in the same manner as in the conventional shingle roof application—in this case, both between the overlaid shingles and the shingles in the course on which they are superimposed, and between shingles in adjacent courses of the basic roof.



4.

## *The Serrated Roof*



A simple yet highly effective design which is particularly appropriate for ranch-style architecture where the horizontal dimensions of the house are to be accentuated, the Serrated Roof has been popular for many years. It merely involves doubling the shingle courses, usually every fifth or sixth course, throughout the rise of the roof. Moreover, if every third course is doubled, you gain the added advantage of a *four-ply roof thickness* as compared with the three-ply covering which results from standard shingle roof construction.



2.

## *The Thatch Roof*

This is an established favorite with discriminating architects and home owners. It is sometimes called the "staggered roof" because the shingles are applied in irregular course lines. The individual shingles are lowered or raised a short distance above and below the course line, and the net result is a roof of beauty, informality and charm. In creating the Thatch Roof, nails should be driven sufficiently high on the shingles to avoid any possibility of exposed nailheads.



5.

## *The Pyramid Roof*

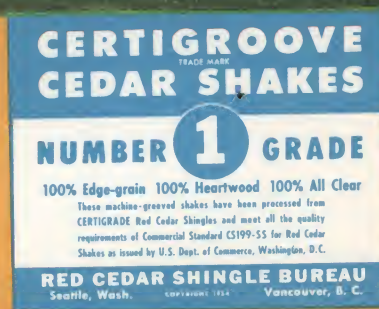
This pattern is a slight variation of the Dutch Weave roof. In this case, the extra shingles are doubled-up in clumps or clusters, forming small pyramids throughout the roof area. The first or lower extra shingle should be wider than the second or topmost extra shingle. The use of more than two superimposed shingles is not recommended, nor is it necessary to achieve dramatic effects.



*These are but five of the infinite roof textures attainable through a creative and imaginative use of America's most versatile, most beautiful roofing material—genuine Certigrade red cedar shingles. Additional variety in the expression of cedar shingle roof textures is limited only by the ingenuity of the designer and the abilities of the applicator.*



*Only with genuine red cedar shingles  
can you build these beautiful roofs  
of distinction and lasting character  
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This famous Certigrade label identifies shingles produced under exacting standards of quality. Certigrade shingles are manufactured exclusively by members of the Red Cedar Shingle Bureau. To assure yourself of consistent product quality, make certain the Certigrade label appears under the bandstick of every shingle bundle.

Only those striated, dimensionally-square cedar sidewall shakes that have been re-manufactured from genuine Certigrade shingles and have passed Red Cedar Shingle Bureau inspection may bear the Certigroove label. Look for it, insist on it, either printed on cartons or affixed to bundles.



The traditional Certigrade shingle roof has been an American standard—  
*and favorite*—for generations. It is pictured here by way of  
contrast...to illustrate how greatly this orthodox appearance can be  
varied by simple changes in application techniques as described  
in this folder. Whether you favor the traditional appearance  
of this roof, or the more stylized versions shown on other  
pages...remember to make it cedar. Because cedar *makes* the house!



## **RED CEDAR SHINGLE BUREAU**

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